

Last week several outlets reported on the agreement reached between Arbitron and the Personal People Meter (PPM) Coalition over the use of the Personal People Meter.

[Radio World reported](#) :

Radio research company Arbitron and a group of vocal broadcast critics have reached a settlement, vowing "to move forward collaboratively."

The PPM Coalition is an ad hoc group that has been concerned about the impact of Arbitron's Portable People Meter technology, particularly on minority owned and programmed stations. It includes ICBC Broadcast Holdings, Univision Communications, the Association of Hispanic Advertising Agencies, Spanish Broadcasting System, The National Association of Black-Owned Broadcasters and the Minority Media and Telecommunications Council.

The coalition and Arbitron credited Rep. Edolphus Towns, chair of the House Oversight and Government Reform Committee, for helping them agree, along with the Media Rating Council, which accredits ratings systems.

Towns, a Democrat from New York state, said this settlement includes "viable solutions and a realistic timetable" for addressing issues associated with use of the PPM.

Chairman Towns [issued a statement](#) after the agreement was announced. He praised the PPM Coalition, Arbitron, and the Media Ratings Council for working together to address methodological and other problems associated with use of the Personal People Meter.

In September 2009, Chairman Towns [issued a subpoena](#) to the Media Ratings Council for documents detailing its oversight of Arbitron's use of the Personal People Meter. Last December, the House Committee on Oversight and Government Reform [held a hearing](#) to examine whether Arbitron's Personal People Meter accurately measured radio audience

listenership and whether Arbitron's use of the PPM has a disproportionately negative impact on radio stations owned by minorities or targeted toward minority listeners. After the hearing, Chairman Towns

[set a 30 day deadline](#)

for Arbitron, the Media Ratings Council and several minority broadcasting corporations to work collaboratively to remedy problems with Arbitron's PPM.